Strength in partnerships / La force des partenariats

Labour market information work in Nova Scotia

A Guide for Practitioners

NOVA SCOTIA

Canada

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Your commitment to quality has resulted in a guide that will assist counsellors and educators in understanding labour market information.

Sincerely,

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NOVA SCOTIA

Canada

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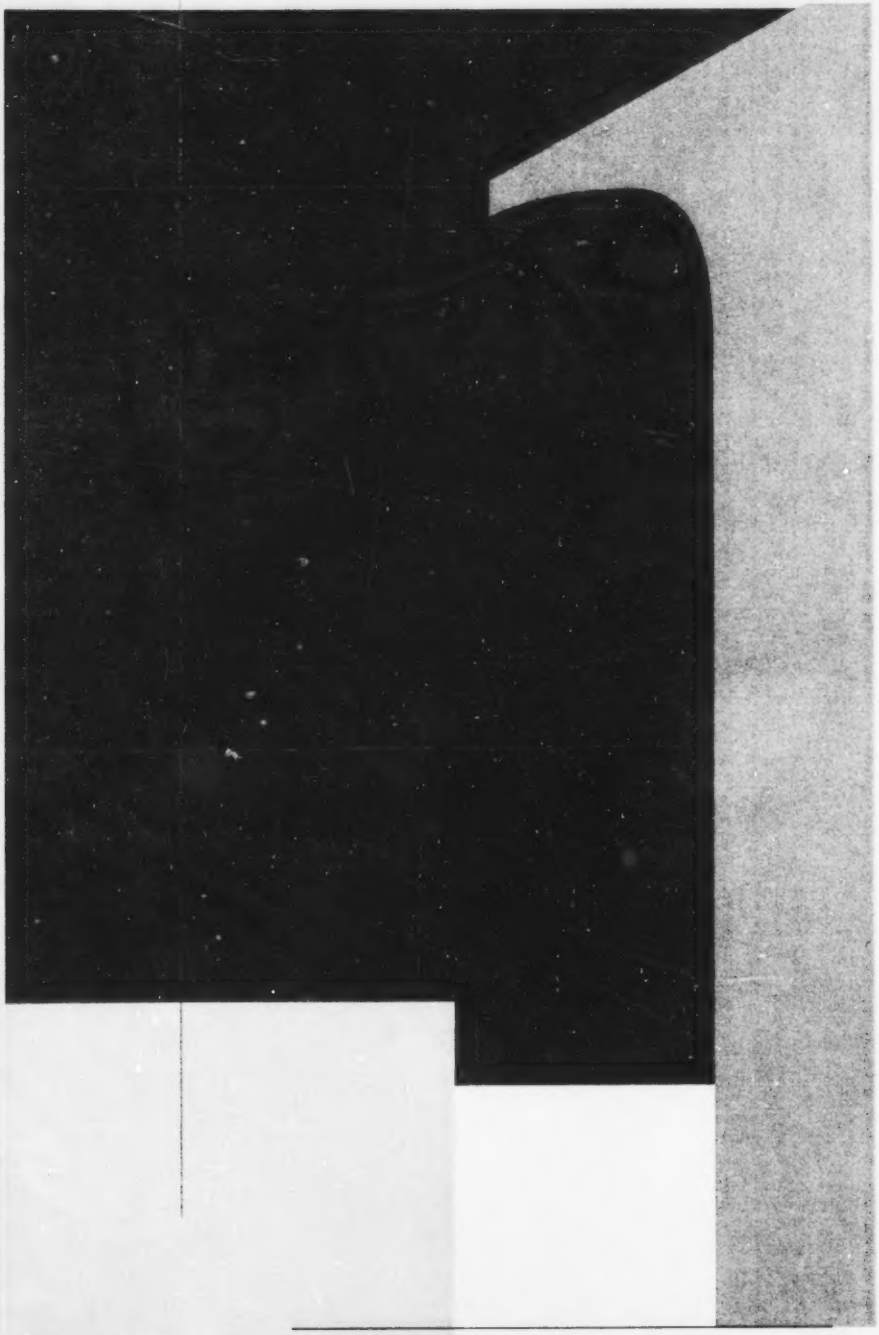
Labour market information
Work in Nova Scotia

Introduction



1 Introduction

Although many of us have a general idea of what labour market information is and could probably come up with several useful examples, it is important at the very beginning to provide a definition. Doing this will provide a frame or context within which to place the contents of this handbook. Understanding what labour market information is can be the first step in discovering its value and how it can be used to help provide guidance to those making career choices.

One of the most popular and widely used definitions comes from the World Bank. They define labour market information as "any information concerning the size and composition of the labour market, any part of it, the way it or any part of it functions, its problems, the opportunities which may be available to it, and the employment related intentions or aspirations of those that are part of it."

Another way to define labour market information is to describe how it can be used. It can be used by local Nova Scotia communities to entice companies to move to their area, or by the Worker's Compensation Board to assist in their management of individual cases. Job seekers use it to find out where the jobs are, how much they pay and how to get relevant training and, of course, it is used as a tool for employment and guidance counsellors to assist clients in making informed career choices.

This guide will provide you with the basic foundation of labour market information upon which you can continue to build and enhance your knowledge.

Labour Market Information Guide

labour market information
work in Nova Scotia

the BIG Picture

2

2 The big picture

Living and working in Nova Scotia we have a strong sense of community and a good appreciation of our unique way of life. Our culture and lifestyle distinguish us from the rest of Canada and certainly from the rest of the world.

Despite this, Nova Scotia is in fact part of a larger global community and our economy is affected by activity that is taking place outside our provincial borders. Although it may not always appear obvious, external conditions have a fundamental effect on our labour market and the number and types of businesses and jobs that exist.

Many significant factors have an impact on employment. Most of us have an uncertain grasp of these factors and how they affect our everyday lives. Understanding them can broaden our understanding of the ups and downs and ins and outs of employment — enabling us to put into perspective the "economic" news we hear every day. These major factors can be grouped under the following topics:

- Global Situation
- Business Cycles
- Working Conditions

GLOBAL SITUATION

World Trends are Local Trends

Nova Scotia has a varied economy with businesses that yield many different products. These products include both goods such as pizza or computers and services such as haircuts or home care. At times when businesses can sell more goods and services, they will need more workers to increase production. Of course, when sales fall, businesses will lay off workers. This hiring or layoff of workers in response to the amount that businesses are producing is referred to as ***derived demand***. In other words, the demand for workers is "derived" from the overall demand for goods and services.

What and how much businesses produce are often based on global conditions. Therefore, these conditions also can influence when companies hire and lay off workers.

The Ins and Outs

Nova Scotia is both an importer and exporter in the global economy. We often think of imported goods as being those products we as consumers might purchase. However, businesses also import raw materials for use in production. For example, a manufacturer of cloth might import cotton from the United States. Exports can also be in the

2 The big picture

form of products or raw materials that will be purchased in another country. For example, lumber produced in Nova Scotia may be exported to other countries for use in construction.

The level of importing and exporting carried on by businesses in Nova Scotia has a direct impact on business activity and therefore on the number of jobs in the labour market. We often see or hear news stories about Nova Scotia's export activity. When export activity or the volume of exports increases, this could increase the number of jobs in related businesses.

The "Free" in Free Trade

We often hear the term *free trade*. This means business is more easily able to import and export products and raw materials without paying extra costs in the form of taxes. The "free" refers to movement of goods and services—with few to no restrictions in the form of tariffs, duties, and taxes. Free trade between countries usually results in more products and raw materials being imported and exported. This, in turn, may result in more jobs.

Canada, the United States and Mexico have a "free trade" agreement enabling products and raw materials to be bought and sold by these countries at a lower price. This has enabled many Nova Scotia companies to expand their customer base into the United States and these companies have hired more people to handle the increase in production. While free trade tends to increase economic activity and often creates opportunities, some industries and occupations may be adversely affected by being more openly exposed to foreign competition.

The Dollar's Ups and Downs

Another factor that has an effect on importing and exporting in Nova Scotia is the value of our Canadian Dollar. Each country has its own currency and these currencies can be compared to each other. The Canadian dollar is most often compared to the American dollar.

When the price of the Canadian dollar falls relative to the American dollar, Canadian exports to the United States become more attractive and affordable. This increase in exports increases business activity and results in more jobs for Nova Scotians. This fall in the price of the Canadian dollar will also mean tourism-related businesses would

experience an increase in business activity and may have to hire more employees.

On the other hand, a lower Canadian dollar makes imports more expensive for us to buy. Businesses that rely heavily on imports may have to make changes in the way that they do business. On the negative side, this might mean laying off some workers, but it may also mean purchasing raw materials from other Nova Scotia or Canadian companies or from other countries.

*When we hear "**the Canadian dollar has dropped to 69.2¢**" this means that our dollar is only worth about 69¢ in the United States.*

BUSINESS CYCLES

What Goes Up Also Goes Down

Over time business activity may fall or rise due to many factors. This business activity is measured by the GDP or ***Gross Domestic Product***. The term "GDP" is simply the value put on all products produced during the year. When we read that GDP is rising, this means that more business is taking place and therefore more jobs are being created. On the other hand, when GDP falls jobs are lost.

A ***recession*** occurs when GDP falls consistently over a period of at least six months. If a recession lasts for a prolonged period of time, companies may go out of business entirely or downsize dramatically. It is difficult to predict a true recession and although it is often the topic of news stories, actual recessions don't occur often.

WORKING CONDITIONS

Changing Times

The world of work has changed dramatically over time. Technology—the type and sophistication of equipment used in industry—has changed, and with this change, different kinds of work have evolved. This change and evolution is constantly taking place in the economy. While some new industries and jobs emerge, other existing ones wane.

Some current industry trends are treated in Section 6 of this handbook. What follows below identifies some of the basic economic conditions surrounding the world of work and how these conditions influence the number and type of jobs available.

2 The big picture

The Sets of Skills Needed by Workers Change

While many of today's jobs target specialized and unique skills, almost all jobs share some common skills that are transferable from one job to another. The idea of common skills has always existed, but over time the "bundle" of common skills sought by employers has changed. Some skills, such as the ability to communicate and work as a team member, are now common components to many jobs.

Although these skills remain constant, the required level of expertise has changed. Communication, for instance, once might have meant a certain level of vocabulary and the ability to communicate well in a conversational form. Communication now involves a higher level of both the spoken and written word. Other skills such as the ability to operate a computer have been added to the basic skill set and have become a given in today's workplace.

THE WORK ENVIRONMENT

Another factor that affects the world of work is the environment in which the work takes place. Employers can be separated into public, private and semi-government organizations.

The Public Sector

The public sector comprises federal, provincial and municipal governments. In the public sector, taxes pay for the costs involved in providing government services. Governments hire people in a wide variety of occupations, some very specialized. Each level of government usually hires from a centralized department. Résumés are generally placed in an inventory and in some cases kept on file for up to a year. Should any openings arise during that time, résumés may be included from the general pool of applicants.

The public sector employees are often unionized, though this may not always be the case. Union membership is established after hiring occurs. Wages tend to be non-negotiable and employees receive annual increments until they have reached the top of a specified wage range for their position.

The Private Sector

In contrast to the public sector, private sector businesses are owned and operated by private citizens. They depend less upon government

2 The big picture

funding and must make a profit in order to survive. There are a wide variety of organizational structures in the private sector and hiring procedures differ from company to company. Job openings in the private sector may or may not be advertised. The chances of successfully finding work increase through networking and visiting employers even when there is no job opening advertised. Unlike government, wage rates in the private sector may vary widely even for the same job type.

Some businesses in the private sector are unionized, while others are not. This factor along with the size, location, and type of business all affect wages and hiring procedures.

Semi-Government

Also called quasi-government, semi-government can be defined as companies regulated by government but not strictly under government control. Some examples are Canada Mortgage and Housing Corporation, regional development authorities, and the Export Development Corporation. It is difficult to identify any common elements in hiring and wage practices in this sector. Some companies tend to behave more like government, while others resemble private business.

Regional Differences

Another concept that relates to the world of work is the regional differences in the type and working conditions of jobs in the economy. When we speak of regional differences, this primarily means the differences in the working conditions for the same type of job given a different work location within Nova Scotia or Canada. It also refers to the availability of different types of jobs within a particular location.

Not all jobs are available in every part of Nova Scotia. Some types of businesses mainly exist in urban areas, while other types of jobs are found in rural areas. Agricultural jobs, for example, generally exist in rural areas in Nova Scotia while manufacturing jobs are more often found in larger centres. Businesses make location choices based on many factors, including availability of workers, proximity to suppliers and customers, and good transportation routes.

Is moving out of the province for work of higher pay always your best option? It depends...

Some resources to check out when making your decision are:

- *Work Destinations www.workdestinations.org for occupational and housing information as well as local area news*
- *Newspapers from across Canada*
- *Municipal government websites*

2 The big picture

Wage Level vs. Living Standard

In addition to the fact that not all jobs exist everywhere in Nova Scotia, those jobs that do exist both in larger centres and in rural areas usually have a different level of wages. Wages for similar jobs tend to be lower in the rural areas and higher in the larger centres. Often people seeking employment in Nova Scotia or even in other parts of Canada hear that they can make more or less if they travel from one point to another. This is true, of course, but the wage level only represents part of the picture.

The other part of the picture is the cost of living in the location. The ***standard of living*** is the volume of products that a person's wages will buy and this is the true measure of whether or not a person will be financially better off moving from one location to another. In larger centres, wages are higher, but they will buy less. In rural areas wages are lower, but will buy more. For example, housing costs—the highest expense category for most people—are usually substantially lower in rural areas. In some cases wages are much higher in one area than in another to attract workers to areas that are isolated, but often the wage difference between a rural location and an urban location disappears when all the costs are factored in.

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the numbers BEHIND the news

"...Canada's unemployment rate dropped in December below 9 per cent for the first time in more than seven years as a strong surge in job creation pushed it down to 8.6 per cent"

"the number of full-time jobs grew

the

-time

".

3 The numbers behind the news

The most frequently cited labour market information concerns ***labour force*** activity. This section introduces the Labour Force Survey and discusses the concepts and definitions surrounding the key labour force indicators.

The January 10, 1998 *Globe and Mail* reported that,

"...Canada's unemployment rate dropped in December below 9 per cent for the first time in more than seven years as a strong surge in job creation pushed it down to 8.6 per cent"

and that

"the number of full-time jobs grew 111,000...while the number of part-time jobs fell 49,000".

Many of us wonder how the government knows this information, since most of us have never discussed our employment, unemployment and school time experiences with government officials. Of course, it would be far too expensive and impractical for the government to try to reach every citizen each month.

Every five years Statistics Canada conducts the Census to develop a comprehensive picture of life in Canada including labour force activity through the Census. Government decision-makers, however, would not have enough information available to them to develop programs and policy if they only collected data every five years.

THE LABOUR FORCE SURVEY

Each month Statistics Canada employees interview 52,350 households (3,557 in Nova Scotia). This survey is known as the Labour Force Survey. The sample design and size have been developed to ensure that the sample is representative of the population and comes close to what would have resulted from a larger and more expensive census.

A Detailed Picture

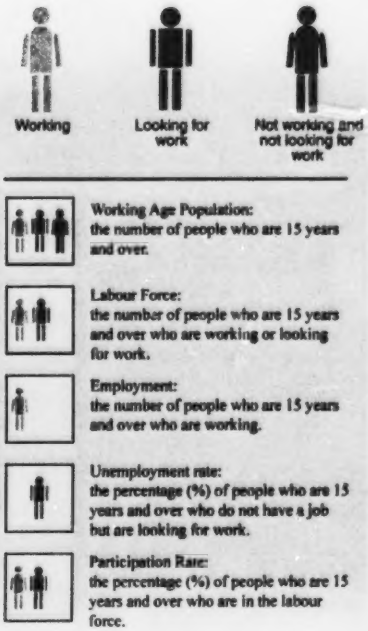
The Labour Force Survey was initiated soon after World War II to meet the labour market data needs of decision-makers as the economy shifted from war-time to peace-time production. Since then, the Labour

3 The numbers behind the news

Force Survey has been improved and provides us with a detailed picture of the labour market. Surveyors collect a variety of information about each household resident 15 years of age and over. The survey is carried out during the week containing the 15th of the month, known as the *reference week*.

The Labour Force Survey provides estimates for Canada and the provinces as well as subprovincial regions including Census Metropolitan Areas (large urban centres such as Halifax) and economic regions. It does not provide estimates for municipalities or counties because the sample size at this level is far too small to provide meaningful results.

In addition to basic demographic information about age, gender and education, a wide variety of information is collected about labour market activities. This information is used to determine the labour force status of each individual; that is, it determines whether a person is to be counted as *employed, unemployed,* or *not-in-the-labour-force*.


Working
Looking for work
Not working and not looking for work
Working Age Population:
the number of people who are 15 years and over.
Labour Force:
the number of people who are 15 years and over who are working or looking for work.
Employment:
the number of people who are 15 years and over who are working.
Unemployment rate:
the percentage (%) of people who are 15 years and over who do not have a job but are looking for work.
Participation Rate:
the percentage (%) of people who are 15 years and over who are in the labour force.

Labour Force Status

While most of us have a common understanding of these terms, they are based on specific definitions developed by Statistics Canada. These definitions are as follows:

The labour force is composed of the civilian non-institutional population 15 years of age and over who, during the survey reference week, were employed or unemployed.

- **Employed** persons are those who did any work for pay or profit, or had a job and were absent from work.

- **Unemployed** persons are those who were available for work and were either on temporary layoff, had looked for work in the past four weeks or had a job to start within the next four weeks.

- **Not-in-the-labour-force** is the status given to persons who were unwilling or unable to offer or supply labour services under conditions existing in their labour markets; that is, they were neither employed nor unemployed. Examples of not-in-the-labour-force would include homemakers, full-time students, and retired persons.

3 The numbers behind the news

Although the Labour Force Survey is based on technical definitions, the underlying concept is simple. Individuals who have jobs are employed; individuals who do not have jobs and are looking for work are unemployed; and individuals who are neither of these are not in the labour force. The labour force, therefore, is made up of the employed and the unemployed.

Key Labour Force Indicators

In addition to labour force, employment, and unemployment, three other key characteristics—***participation rate, unemployment rate,*** and ***employment rate***—are also recorded by the Labour Force Survey. These are discussed below using newspaper excerpts and official definitions. The Labour Force Survey also covers a number of other variables not treated here, including union coverage, job permanency, workplace size, occupation, and educational attainment.

Participation Rate

According to the *Globe and Mail* report,

"In 1990, 67.5 per cent of working age Canadians were either working or seeking work. By 1995, it had dropped to less than 65 per cent ... and in 1997, the participation rate was 64.8 per cent. The participation rate, as it is called, typically declines during periods of recession and weak growth because many people stop looking for work because they believe it isn't available...."

When the total labour force is expressed as a percentage of the population aged 15 years and over, we call it the labour force participation rate. The participation rate for a specific group, such as women aged 25 years and over, is the number of people in the labour force within that group expressed as a percentage of the total population for that group.

The unemployment rate should not be confused with the number of people receiving Employment Insurance (EI) benefits. EI recipients must meet specific qualifying conditions. Detailed information about Employment Insurance may be obtained from your local Human Resource Centre (HRC).

3 *The numbers behind the news*

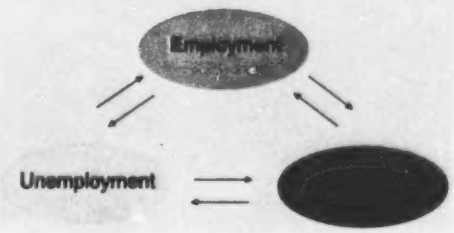
Unemployment Rate

The *Globe and Mail's* Economics Reporter wrote on November 7, 1998,

"Canada's job market turned in its best showing in more than eight years last month as a wave of new jobs drove down the unemployment rate to 8.1 per cent. The economy created 57,000 new jobs in October, adding to the gain of 73,000 jobs in September. The unemployment rate dipped because the number of new jobs easily outstripped the 21,000 new people who joined the labour force."

The unemployment rate is simply a calculation of the number of unemployed persons expressed as a percentage of the labour force.

Flows in the Labour Market



Employment Rate

The June 6, 1998, *Globe and Mail* reported,

"Statistics Canada said that among students aged 20-24 who plan to return to school this fall, 55.1 per cent had work in May, compared with 54.3 per cent a year earlier. Their unemployment rate was down to 17.2 per cent from 19.3 per cent. Although Statscan said the signs were encouraging, 'the summer has started on a slower note than it did two years ago,' when the student employment rate was 59.3 per cent and the unemployment rate was 15 per cent."

The employment rate, also referred to as the employment/population ratio, is the number of employed persons expressed as a percentage of the population 15 years of age and over.

WHAT THE LABOUR FORCE SURVEY DOESN'T SAY

While the Labour Force Survey provides a very detailed look at labour force activity in Canada, there are a number of important labour force issues that the Labour Force Survey does not measure nor was it designed to measure. Some of these are discussed below.

3 *The numbers behind the news*

Labour Force Flows

As described above, responses to the Labour Force Survey questionnaire make it possible to place survey respondents into one of three categories: employed, unemployed and not in the labour force. These data allow us to calculate the unemployment rate, as well as participation and employment rates. With data available on a monthly basis, we can track changes in these variables over time. Typically, the month-to-month changes are relatively small.

However, this can be misleading. For example, although the numbers of employed and unemployed may not change much between one month and the next, there will still be large numbers of people who find jobs in any given month and who therefore move from unemployment to employment.

On the other hand, there will also be large numbers of people who leave their jobs for one reason or another and who therefore move from employment to unemployment. People also move in and out of the labour force. Consequently, there are significant month-to-month flows of people between the categories of employed, unemployed and not-in-the-labour-force.

Since the Labour Force Survey simply provides us with snapshots of labour market activity at successive points of time, it does not provide us with very much information about the nature and extent of these flows. However, information is now becoming available that provides important new information on this phenomenon. It is known that these flows are very substantial.

This information tells us that job openings arise not only as a result of employment growth but also as a result of people:

- retiring
- taking up a new job (perhaps in another occupation)
- moving to another province
- leaving the labour market altogether (perhaps to return to school or to take on family responsibilities)

Discouraged Workers

As discussed earlier, not-in-the-labour-force is the status given to people considered to be neither employed nor unemployed. This definition includes people who do not have a job and after looking for employment gave up because they believe there is no work available. These people are often referred to as ***discouraged workers***.

3 *The numbers behind the news*

A steady increase in the numbers of discouraged workers could indicate a lack of employment opportunities. The presence of discouraged workers often means that the official rate of unemployment is understated. Discouraged workers returning to the labour market may also explain why the numbers of employed and unemployed can increase at the same time during economic upturns.

Not a Measure of Economic Well-Being

The rate of unemployment does not provide a measure of the social and economic distress caused by unemployment. Anyone who is unemployed and looking for work is considered to be one unemployed person regardless of whether they are a family bread winner with many mouths to feed or a grade-12 student looking for a part-time job for pocket money.

Similarly, someone who is downsized from full-time employment to part-time employment is still officially considered employed. The economic distress suffered as a result of such a cut in hours is also not recorded in the labour force statistics.

Underemployment

Underemployment is a concept used to explain the under-utilization of our human resources. There are two types of underemployment:

- people who work on a part-time basis but want to work full-time and are unable to find full-time employment
- people who work in full-time positions that do not use their full range of skills, experience and education.

A librarian who is working part-time but would like to work full-time is an example of the first type of underemployment. People with a Masters degree pumping gas or driving taxis are examples of the latter. The Labour Force Survey collects information on whether part-time workers are part-time by choice (voluntary part-time) or because full-time work is unavailable to them (involuntary part-time). Unfortunately, the Labour Force Survey is unable to provide data on those who feel that their jobs under-utilize their skills, and therefore, the Labour Force Survey is unable to provide a complete picture of underemployment.

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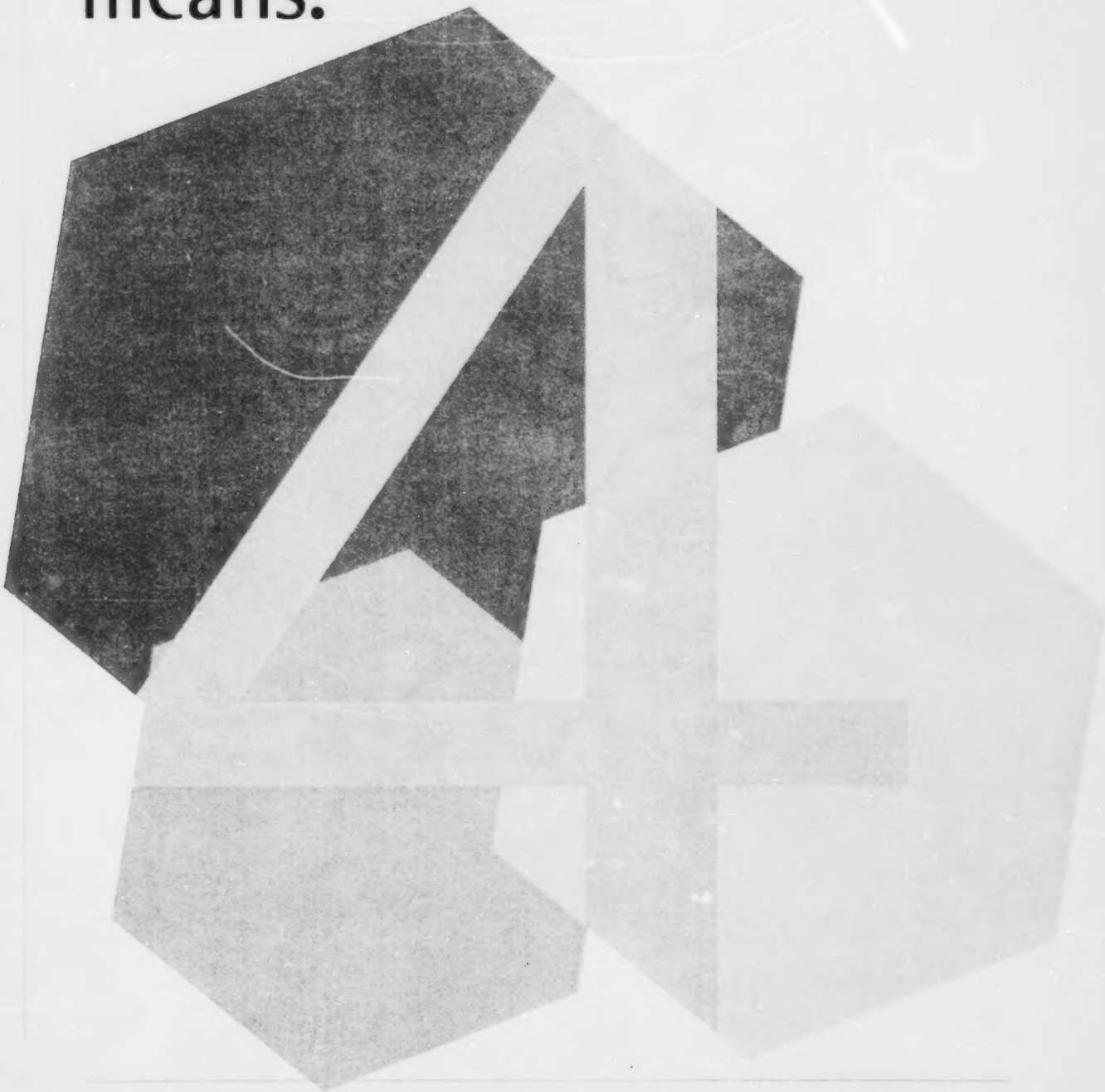
WHAT unemployment means.



What unemployment means

While we often think of unemployment as arising from very similar causes for different people, there are actually four different types of unemployment. Each of these types has a different cause and someone who is unemployed will have different needs depending on which type they are experiencing. Even gaining a clearer understanding of the source of their predicament can be helpful to an unemployed person.

FRICTIONAL UNEMPLOYMENT

This type of unemployment occurs when someone is unemployed and looking for work, and although there are many opportunities available, they have just not found them yet. This type of unemployment is short term, and the person will often be new to the labour market or have voluntarily left previous employment.

People experiencing this type of job loss will also be more likely to be in high demand jobs such as computer systems analysts or retail sales clerks. High demand jobs can often give rise to ***frictional unemployment*** because in such positions there is a high rate of job growth or job turnover.

A Growing Phenomenon

Earlier generations experienced a relatively low level of frictional unemployment. Typically people would enter the labour force and remain in a job for most of their working lives, perhaps getting new jobs within the company but not often searching for employment in new companies.

In today's labour market, people search for work frequently as they change jobs and companies more often. Labour force participants also are more willing to search for a new employer and have more tools to help in this search. The amount and rate of frictional unemployment is much higher than it was prior to the 1970s.

Generally people experiencing frictional unemployment will have developed some job search skills. However, it is important to ensure their skills are up-to-date, because this could drastically reduce the amount of time they are unemployed. Information is their key need—the more they have, the better the job they will get and the shorter their period of unemployment. For example, the kind of information that can be found at the HRDC Nova Scotia website will help them in their search.

4 What unemployment means

For a structurally unemployed person, a number of resources may be drawn upon to deal with career planning and educational / training options as well as developments in the labour market:

- *HRDC Nova Scotia Region www.ns.hrdc-drhc.gc.ca links you to an abundance of labour market and career planning information resources as well as community resources*
- *Nova Scotia Department of Education www.EDnet.ns.ca gives you information on training, student assistance, GED, counselling services and apprenticeship*
- *Nova Scotia Department of Community Services provides employment support services for eligible clients*
- *From Yahoo Canada www.yahoo.ca you may access the websites of many of Canada's colleges and universities*

STRUCTURAL UNEMPLOYMENT

This type of unemployment is similar to frictional unemployment in that there could be available jobs but in this case the unemployed person will not likely be able to find one. They either do not have the proper skills to perform the available job or they are in the wrong labour market geographically. Without some intervention, such a person can remain unemployed for a long time. They may end up taking a job outside of their chosen occupation.

This is called ***structural unemployment*** because the structure of the labour market has changed in such as a way as to bar entry to the person unless they make some changes. For example, a person who was an excellent typewriter repairer might remain unemployed, despite there being many jobs in laser printer repair. Likewise, an experienced machinist may be unable to find work in their current location, because basic manufacturing has moved out of the area and been replaced by high technology manufacturing.

Key Skill May be Missing

In practical terms it can be very difficult to differentiate between frictional and structural unemployment, since both may involve high demand occupations. Structurally unemployed people will be missing some skill that is essential to performing the work. Often this skill will be technological and be a recent development in the occupation. Alternatively, the person could be in the wrong city to find employment in this job. This can be difficult to determine, as the job seeker may not have enough information to know that they are in the wrong location. They may assume a job will be waiting for them—and things will "get back to normal"—when in fact that is not the case.

Another clue to diagnosing structural unemployment is the duration of the unemployment. There are no set rules, but if a person is unemployed for more than two or three months, they may well be structurally unemployed.

It's Probably Time for a Change

A person who is structurally unemployed will require some skills upgrading, mobility, or a completely new career path. The ability to make such changes will depend upon their financial situation, the availability for funding and/or their willingness to change occupations.

4 What unemployment means

CYCLICAL UNEMPLOYMENT

This type is a bit different from the first two types of unemployment. In this case, there are fewer job vacancies than job seekers, as a result of a downturn in the business cycle. In other words, the demand for labour is low. Often this will be the result of a recession where the demand for labour in all occupations is relatively low, or it could be that in some occupations the demand for labour is relatively low during the current period.

General or Specific?

How *cyclical unemployment* is identified depends upon whether it is isolated in a few occupations or generalized to the whole economy.

- If the cyclical unemployment is economy-wide, the news will be carried heavily in the media, and could signal a recession.
- If the cyclical unemployment is specific to an occupation or a few occupations, detection will be different. If the occupation is a large, high exposure occupation such as nursing or teaching, once again the media will likely cover the demand or shortage for these people. If the occupation is not as high profile, it may be detected by anecdotal information; that is, you find that there are many people in a particular occupation having difficulty finding employment over an extended period of time.

Most often there will be some job vacancies in the labour market; however, there will not be enough vacancies to accommodate everyone.

SEASONAL UNEMPLOYMENT

This is the final type of unemployment and occurs when people in a particular occupation or industry have regular periods of unemployment during the same period each year. This can occur due to the weather conditions or government regulation. Weather conditions will prevent a ski resort from running during the warm weather months while a gardener will have limited work during the winter. Government regulation restricts fishing to certain times of the year even though fish could be caught throughout the year.

4 What unemployment means

Generally ***seasonal unemployment*** is not hard to diagnose if the worker's industry or occupation are known. Most seasonally unemployed workers will be well aware of their own circumstances. People who deal with clients will often see the same people during a specific time of the year.

Seasonal unemployment can be reduced through action by the employer or employee. The employer can reduce seasonal unemployment by diversifying their business to related functions in the off-season. The employee can choose to supplement seasonal income with more seasonal employment in their "off-season" (a landscaper doing snow removal, for example) or they can be re-trained in occupations that are not seasonal in nature.

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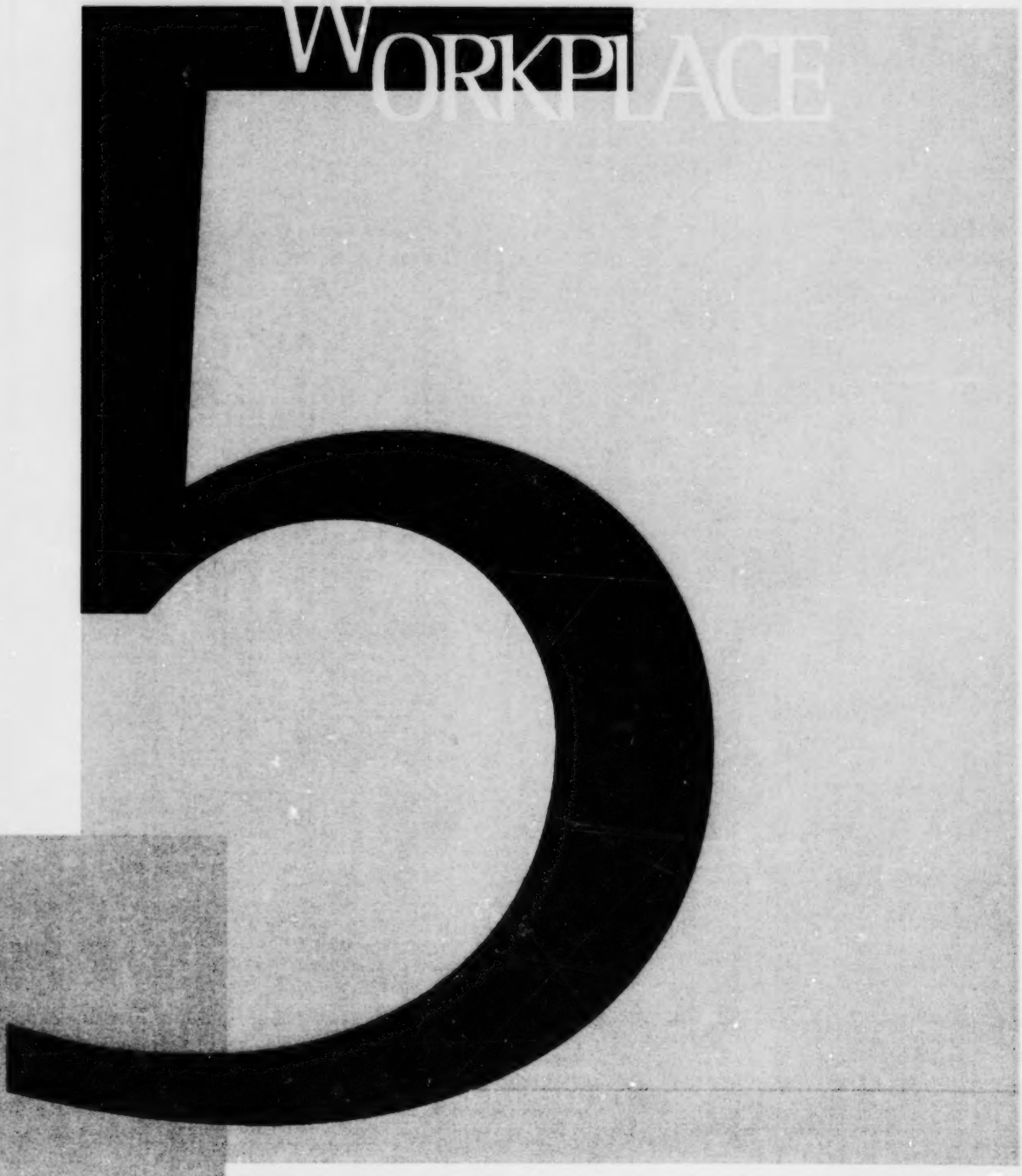


5 Today's workplace

The world of work is continually evolving. It is sometimes difficult to comprehend the true impact of the changes, but all of us who wish to continue to work and prosper in this environment can benefit from knowing more about what can be expected in today's workplace.

KNOWLEDGE-BASED WORK ENVIRONMENT

As discussed in Section 2–The Big Picture, the world of work has changed dramatically over time. Once much of the business activity surrounded obtaining natural resources for their direct use or for use in making other products. Plants and equipment are key to these types of industry. Although we still see some activity and jobs in these industries, we increasingly are moving toward business based on knowledge of workers rather than on plants and equipment. Knowledge can be described as an intangible asset of a business as opposed to the traditional "tangible" assets.

Although it is difficult, given the diverse nature of today's workplace, to specify all elements influencing the work environment, some of the key factors are:

- Technological Change and Computers
- Global Competition
- Organizational Restructuring
- Alternative Work Arrangements

TECHNOLOGICAL CHANGE AND COMPUTERS

At one time computers were large, cumbersome and expensive. They were not widely accessible and most businesses certainly did not use them in their day-to-day activities. Within the last twenty years certain advances in technology such as the invention of the micro-chip and the subsequent development of user-friendly software have resulted in the wide use of computers both in the workplace and at home. They are now affordable to even small businesses and can be easily adapted to the specific needs of the business.

Computers are now a given in the workplace. Traditional types of industries as well as emerging ones all depend on computer technology to do business. This can take the form of computer chips built into

5 Today's workplace

manufacturing equipment, or computers on the desktops of employees. Businesses can exist within four walls or as virtual organizations carrying on their business through a website. They can exist anywhere there is a computer, an internet connection, a phone and a fax machine.

Information technology has made it possible for many types of work to be carried out from any location and transmitted electronically. For example, a manuscript could be sent electronically to a publishing company who would arrange for production and distribution with a minimum of face-to-face interaction.

GLOBAL COMPETITION

Many of the global influences on the Nova Scotia economy are discussed in Section 2. These influences combined with the effects of computers in the workplace have resulted in more intense world-wide competition for jobs. For example, work that at one time was exclusive to major developed countries can now be performed in developing countries. However, there are also many opportunities for those businesses with specialized knowledge to benefit from exporting their expertise.

ORGANIZATIONAL RESTRUCTURING

Businesses are structured differently from the way they were a generation ago. The concept of many layers of management arranged according to a strict ranking of authority or hierarchy is being replaced in many instances by a system that emphasizes:

- Team work and team building
- Hiring people who demonstrate that they have the skills to work in a cooperative, team-oriented organization and who can "manage" people in this kind of environment
- Hiring more diverse types of people (in terms of age, gender, ethnicity, etc.)
- Flattening the hierarchical pyramid
- More informal work settings and relationships

5 Today's workplace

ALTERNATIVE WORK ARRANGEMENTS

Although traditionally we think of work as taking place Monday to Friday, 9 to 5, year-round, in fact the world of work has never been restricted to this type of schedule. For example, many health professionals have always worked shift work, while construction labourers and fishers have always worked long hours, but only during certain months of the year. However, we are now seeing a greater variety and occurrence of alternative work arrangements.

The following are some examples of alternative work arrangements. Some of these work arrangements tend to be temporary in nature and involve issues such as the availability of benefits.

Job Sharing most often involves the sharing of one full-time position by two people.

Multi-tasking refers to a person who uses different skill sets to meet the needs of different employers. An example of this would be a person who works as a secretary during the day, but also teaches "English as a Second Language" at night. This is very similar to what was traditionally called "moonlighting," but involves different skills for each job.

Self-Employment describes people who own their own business. Many more people create their own careers today based on personal interest, ability and marketplace knowledge. Others may be self-employed by necessity. Many self-employed people prefer the flexibility this option offers them. Being self-employed does bring with it many challenges. In addition to the basic work involved, self-employed person must also be the CEO, sales force, financial officer and human resources manager.

SPOTLIGHT ON SELF-EMPLOYMENT

Statistics Canada reports that since 1989 self-employment has been responsible for over three-quarters of employment growth in Canada. Today, the self-employed account for over 17% of the workforce, up 5% from 20 years ago. The growth in self-employment is largely influenced by the creation of new business opportunities and working environments that have resulted from factors such as the continued shift from goods production to service production, increased contracting out, and advances in technology.

There are many reasons why people become self-employed. In a joint HRDC/Statistics Canada study, independence was the most common reason (44%) for becoming self-employed. Other reasons include, family business (17.1%), no other work available (12.0%), wanted to make more money (9.6%), flexible schedules (6.0%), able to work from home (5.6%), nature of the work (3.5%), and other reasons (4.4%).

Providing assistance to people seeking to become self-employed is a priority of both the federal and provincial governments. Many programs and services are available. Refer to the Entrepreneurship and Small Business section of the Resources and References chapter for further information.

5 Today's workplace

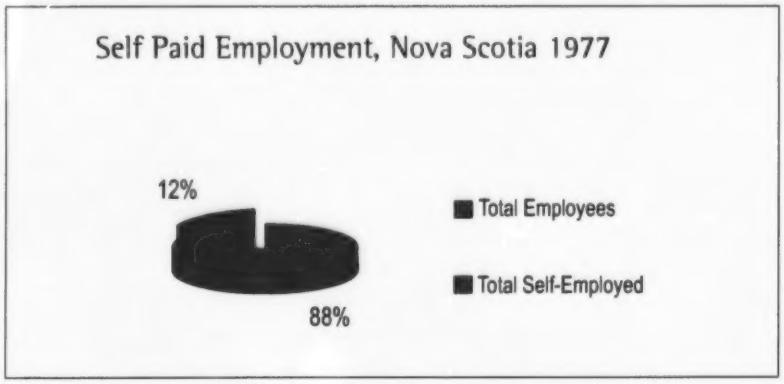
Thinking of starting your own business?
...there are lots of resources to help you decide to pursue this dream:

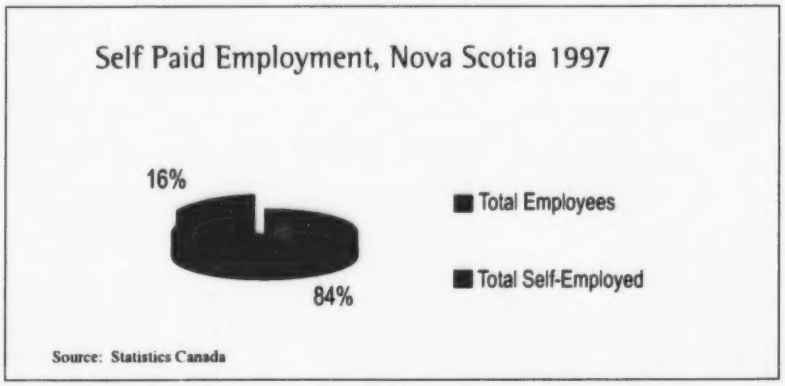
- *The Centre for Entrepreneurship Education and Development www.EDnet.ns.ca/educ/CEED nurtures the entrepreneurial spirit and promotes entrepreneurial education*
- *Canadian Youth Business Foundation www.cybf.ca has been designed for Canadian youth who would like to start or have already started their own business*
- *Industry Canada's Strategis strategis.ic.gc.ca is billed as "Canada's Business Information Site"*

Entrepreneurship **can sometimes be confused with self-employment, but entrepreneurship refers to an attitude that includes the willingness to take risks and manage the uncertainty associated with starting a business, or searching for employment.**

Contract Work **occurs when a person enters into a formal agreement with a client to provide a product or service usually within a specific time period for a certain price. Sometimes payment comes either in a lump sum with the fulfillment of the entire contract or in installments at certain agreed points in time during the contract.**

SELF-EMPLOYMENT ON THE RISE

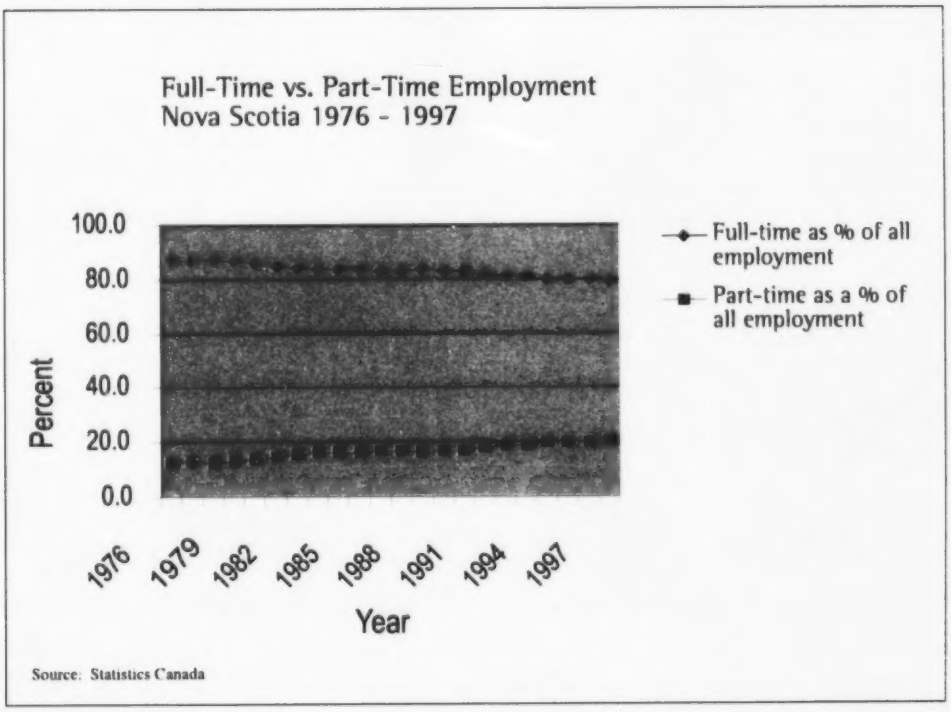




Source: Statistics Canada

5 Today's workplace

Part-Time Employment involves working fewer than 30 hours a week at a job. However, some workers may have more than one part-time job that in total matches or exceeds the number of hours in a full-time job. Part-time employment now makes up 20% of all employment in Nova Scotia. Over half of the new jobs in 1997 were part-time in nature.



Source: Statistics Canada

Alternative work arrangements offer both challenges and opportunities. These types of arrangements can be exciting and fulfilling for those who:

- Build their skill inventory as they move from one opportunity to another
- Market components of their portfolio of skills to employers for short-term employment
- Build a network of relationships that can lead to recurring employment contracts or long-term employment if that is the goal

5 Today's workplace

If you are a high school student with no work experience, how do you discover the kind of career you may be interested in and also develop general work-related skills?

- *Volunteer work offers you a number of benefits including skill development / enhancement, networking opportunities as well as the "good feeling" of making a contribution in your community.*

- *Career Awareness, HRDC www.hrdc-drhc.gc.ca/hrib/hrp-prh/pi-ip/career-carriere/ uses interactive quizzes to help you identify your interests and aptitude, a good starting place for selecting and planning your career.*

- *Career Options of the NS Department of Education discusses more than 180 occupational groups, identifying educational/ training requirements and NS labour market conditions.*

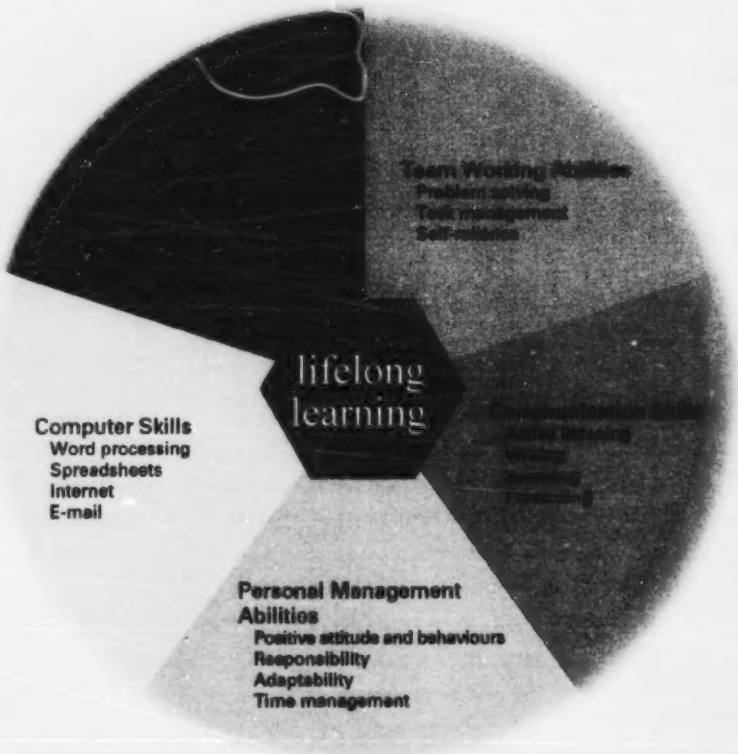
SKILLS FOR TODAY'S WORKPLACE

With a shift to varied work arrangements, a person's commitment to lifelong learning takes on increased importance. One-time education/ skills acquisition has been replaced by the need to continually reinvest in the development of a marketable skill set.

In today's vital labour market, employees can anticipate several transitions (different jobs, different employers) even within a given year. A formal education provides the foundation upon which a marketable skill set may be built. Some of the skills and abilities that are common in the majority of today's jobs and industries are illustrated in the diagram below.

Vital Skills for Today's Workplace

These basic skills and abilities are the key to successful employment



Source: Derived from Nuala Beck's *Excelerate: Growing in the New Economy* and Gordon Betcherman's *New Economy: A Synthesis Report*.

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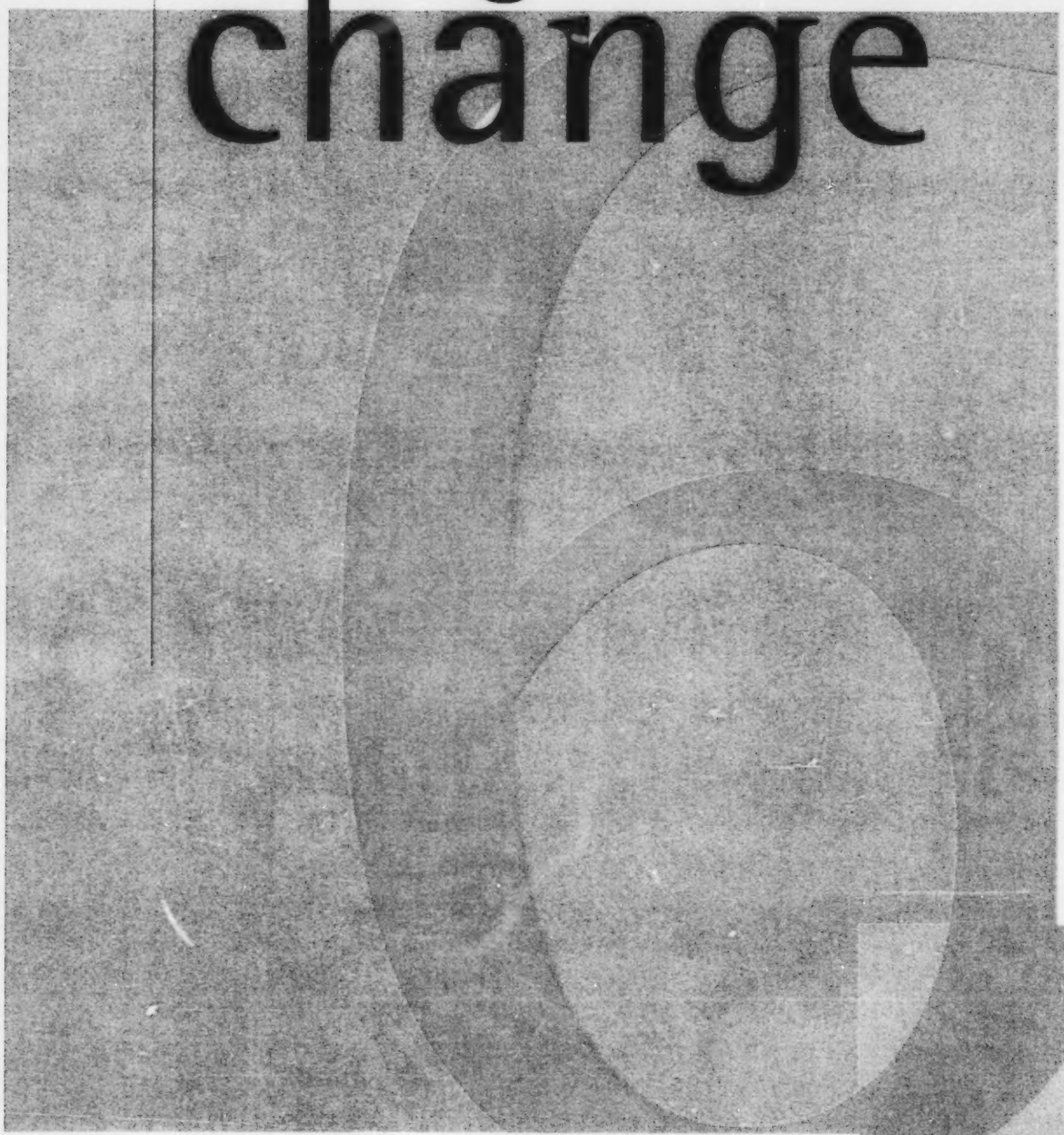
work in Nova Scotia

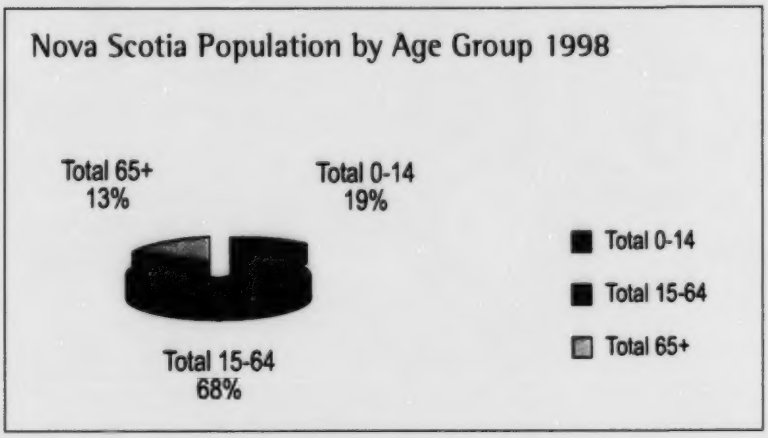
the economic effects of generational change

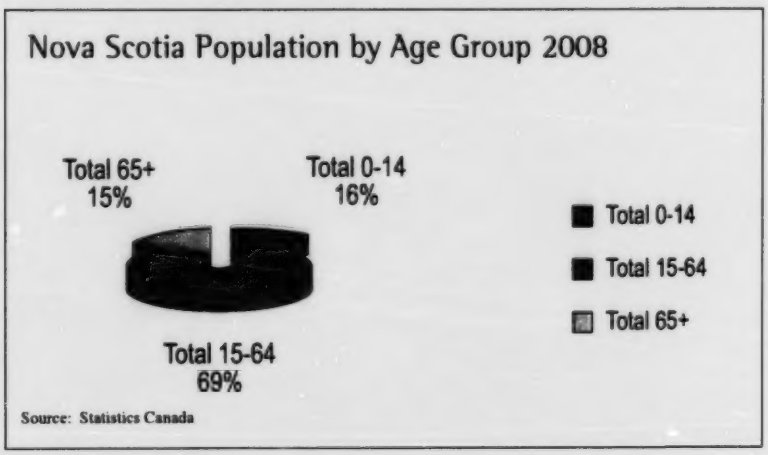


6 The economic effects of generational change

Nova Scotia currently has a population of approximately 936,000 people. Our population can be divided into three main groups:

- Young people (0 - 14 years)
- Working age population (15 - 64 years)
- Senior citizens (65+ years)





The working age population produces most of the goods and services for the entire population. Youth are busy growing up and becoming educated so they can contribute in a productive way to society. Senior citizens have contributed for a large number of years and are now, hopefully, enjoying their retirement.

6 The economic effects of generational change

Generations (people in the same age group) naturally age at the same rate. Thus, when there is a particularly large generation (that is, the birth rate was high for a period of time), as this generation ages the relative size of their age group to the total population will increase.

The ***baby boomers*** (born between 1946 and 1960) are one such very large generation. The baby boomers are in the 39- to 53-year age group as of 1999. Right now they are making the working age population the largest part of the total population as compared to other age groups. This means that the goods and services producing part of the population is now the largest part of the population.

A MAJOR SHIFT

However, in the next ten years or so they will become part of the senior population. They will draw on the public pension plan and, as health concerns become more prominent for this group, they will exert a larger demand on our health care system. In addition, improvements to health care have increased the average life span, helping to enlarge the senior population.

Nova Scotia and the Atlantic Provinces have been facing this problem, as has much of the remaining industrialized world. The birth rates have been declining, ensuring that younger generations are not as large as the baby boomers and keeping the generational imbalance going. On the positive side, from the individual's perspective, the upcoming retirement of many baby boomers will result in potential new jobs for young people with the proper skills and education.

INCREASED IMMIGRATION

Increased immigration is one response to meeting our requirements for skilled workers in the face of a declining birth rate. However, immigrants may choose to settle anywhere in Canada so an area like Atlantic Canada may not receive enough immigrants to meet skill requirements.

6 The economic effects of generational change

SENIORS WILL DRIVE DEMAND

While it is not the only factor that determines what type of goods and services will be produced, clearly much of the domestic market for goods and services will be characterized by the new senior population. Some of the senior population's demands will not change over time. But other demands will depend upon the nature of what senior citizens are doing—what is fashionable. There appears to be a trend for this generation to become more active, and they will also likely have a greater attachment to technology and the Internet. How these population trends—including the aging of the baby boomers—affect the economy and the labour force has been written about extensively. It is a key determinant of the size and structure of our economy. The electronic and print resources referenced in Section 8 can be valuable in getting a picture of the emerging economy that will create the jobs of the future.

Labour Market Information Guide

today's industries and occupations

7 Today's industries and occupations

During the 1800s there was a movement away from an agriculturally based economy to an industrialized economy. Now, at the beginning of the new millenium, we hear frequent discussion of living in the Information Age. This evolution has an impact on the employment opportunities available in different industries.

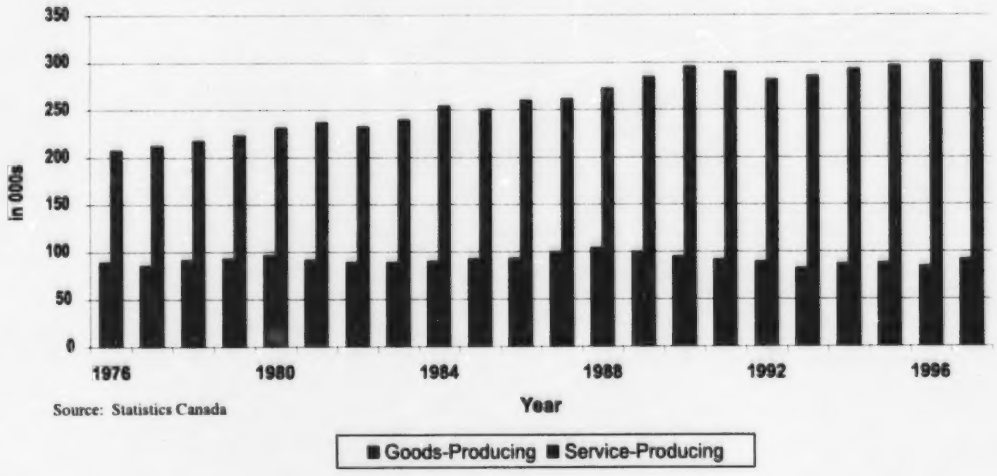
GOODS & SERVICES

As we work, goods and services are the two types of products we produce.

- Goods are tangible items, such as apples, newsprint and pottery.
- Services, on the other hand, describe activities being produced for our use, such as hairdressing; the services of a lawyer, real estate agent or house cleaner; and educational services offered by schools.

Goods may be further distinguished between those goods that are available to us in nature, (that is, our natural resources) and those resulting from a transformation of the products of nature. Our natural resource industries— agriculture, fishing, forestry, mining and oil and

Goods-Producing vs. Service-Producing Industries, Employment Levels, 1976 - 1997



Source: Statistics Canada

7 Today's industries and occupations

gas—are collectively referred to as the primary sector. Construction and manufacturing industries make up the secondary sector, where our products of nature are transformed into further refined goods.

MOST OF US ARE IN THE SERVICE SECTOR

In 1997, approximately 77% of employed Nova Scotians worked in the service sector, producing the wide variety of services that we use. Our goods-producing industries employed the remaining 23% of employed Nova Scotians, with 18% of all employed workers in the manufacturing and construction industries and 6% engaged in the natural resources industries.

This is a very dramatic change from the situation a century ago when the majority of workers were employed in agriculture. Nowadays, we expect that most employment growth will be in the service-based industries. Employment in other sectors of the economy, although likely to fluctuate over time, shows no tendency to increase in a sustained manner.

CLASSIFYING INDUSTRIES AND OCCUPATIONS

Industry information is categorized based on a nationally recognized system called the Standard Industrial Classification system, commonly referred to as SIC. There are eight major industry groups, which are further broken down into several subcategories leading to four-digit classifications.

Major Industry Groupings

Primary Industries (Agriculture, Fishing, Forestry, Mining)
Manufacturing
Construction
Transportation, Communications, Utilities
Trade (Retail, Wholesale)
Finance, Insurance, Real Estate
Community, Business & Personal Service
Public Administration (Government)

Statistics Canada is currently in the process of replacing the SIC with the North American Classification System (NAICS). Previously Canada, the United States and Mexico used different systems to classify economic activities in each country. NAICS will provide a system which will

7 Today's industries and occupations

standardize the collection of economic and financial information, so that, it will be comparable for all three countries. Under NAICS, economic activity is broken down into 20 sectors and 921 industries. The Labour Force Survey adopted NAICS for its industry tables in February 1999. Statistics Canada expects that the new classification system will be implemented in its other monthly and quarterly surveys in 2000 and also for the 2001 Census.

Occupational information is organized based on another four-digit system called the National Occupational Classification system, often referred to as NOC.

Why is an occupational classification system needed? An occupational classification system provides a basis for organizing occupations, which helps job seekers plan their careers. They can find out the nature of jobs and the training required to perform them, and about job mobility and wages.

Occupational classification systems also allow for the collection of occupational data through the census, the labour force survey and administrative data. This occupational data can then be used in labour market research and analysis to make occupational projections, to identify training needs, to do occupational research and graduate employment surveys. Occupational research facilitates decisions about immigration, Employment Insurance, employment equity, and training programs.

An occupational classification system also provides a framework for describing different occupations and for understanding career paths and the factors affecting occupational change.

Canadian counsellors and educators have available to them a good, solid basis for beginning research and sharing occupational information with their clients and students. The National Occupational Classification, developed by Human Resources Development Canada in 1993, classifies and describes occupations in the Canadian labour market. The NOC is based on several years of extensive occupational research and analysis. The NOC presents a structural context for the Canadian labour market, reflecting occupational changes that have taken place over the last two decades in terms of evolving main duties, changing requirements, changing demographics and new legislation. Occupations are classified into 522 groups, to which over 25,000 job titles are assigned.

7 Today's industries and occupations

The NOC has combined skill types with skill levels. The ten skill types generally reflect the type of work performed. The NOC groups together occupations by similar types of fields of education or by similar industries of employment. The first digit of the four-digit NOC code represents the occupation's skill type. The following table shows these categories.

NOC Skill Types

When first digit is...	...the Skill Type Category is
0	Management
1	Business, Finance and Administrative
2	Natural and Applied Sciences
3	Health
4	Social Science, Education, Government Service and Religion
5	Art, Culture, Recreation and Sport
6	Sales and Service
7	Trades, Transport and Equipment Operators
8	Occupations Unique to Primary Industries
9	Processing, Manufacturing and Utilities

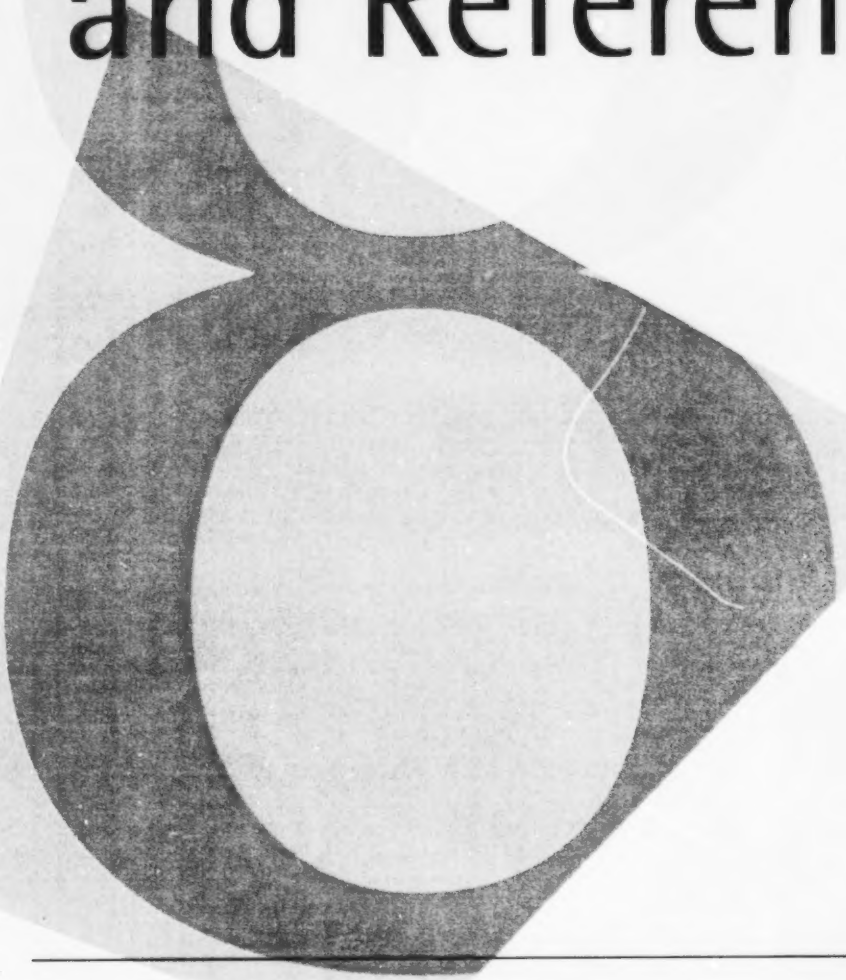
The four skill levels reflect commonly accepted entry requirements for employment. The following table shows these requirements:

NOC Skill Level Criteria

Skill Level	Education/Training
A	University Degree
B	2 – 3 years Community College, or
	2 – 4 years Apprenticeship, or
	3 – 4 years High School plus significant on the job training
C	1 – 4 years High School, plus
	Up to 2 years on the job training
D	Up to 2 years High School, plus short-term on the job training

For more detailed information on the NOC system, contact your local Human Resource Centre.

Resources and References



8 Resources and references

This section provides a selective listing of additional reference material, both in electronic and print formats. Key features for each selection have been highlighted.

ELECTRONIC

Gateway Sites

The WORK Place
workplace.hrdc-drhc.gc.ca

This is an excellent one-stop online resource. You may directly access the daily want ads from more than 40 major daily newspapers all across Canada, helping you to check out work opportunities from all over Canada and beyond. You can also learn about the latest information on résumé writing and preparing for an interview and get up-to-date information to help you plan and manage your career. Many of the career resources listed in this section may be accessed from this site.

Yahoo Canada
www.yahoo.ca

The two categories you may find of particular interest are *Business* and *Economy and Education*. From here, linkages can be made to a vast number of online resources including company information, and the websites of the majority of Canadian universities and colleges. Yahoo's search features permit selection by province.

Human Resources and Development Canada
www.hrdc-drhc.gc.ca

This website offers you a starting place for accessing an extensive amount of information on HRDC's programs and services, such as Employment Insurance as well as labour market information including *Job Futures*. This two part publication provides you with information about the current world of work and projections for the future for specific occupational groups, a useful resource for those interested in the current and future labour market and in the links between education and the labour market.

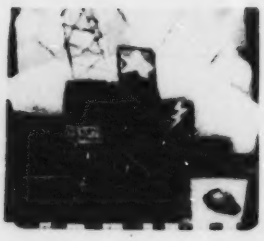
8 Resources and references

The *Learning Opportunities* section highlights relevant resources for career and personal development. Check for *Canada Career Prospects*, a publication with strategies for succeeding in today's workplace, as well as information on entrepreneurship, trends and job-hunting. You may also link to regional HRDC sites.

HRDC Nova Scotia Region
www.ns.hrdc-drhc.gc.ca

This is a gateway site providing you with links to many other online resources. Resources have been organized into one of seven major groups: jobs / work; labour market information; career assistance; programs & services; community resources & partnerships; services locations and The WORK Place. The abundance of labour market related information encompasses industries, occupations, upcoming opportunities and current news stories about your local communities. The *Occupation Summaries* provide many details on over 500 occupations in Nova Scotia. *NS Statistics* provides you with the most recent Labour Force Survey (LFS) data and includes a discussion of labour market trends.

Career Planning



Career Awareness, Human Resources Development Canada
www.hrdc-drhc.gc.ca/hrib/hrp-prh/pi-ip/career-carriere/

This website has been designed to assist learners in selecting and planning their careers. Interactive quizzes are available to help identify areas of interest and aptitude. The Publications section includes a variety of relevant material earmarked for specific audiences, such as junior high students, career counsellors, and parents.

Steps to Career / Life Planning Success, University of Waterloo Career Services
www.careerservice.uwaterloo.ca

This on-line career development manual leads the learner through a 6-step program covering the topics of self assessment, occupational research, decision-making, employment contacts, the workplace and long-range career/ life planning.

8 Resources and references

What Colour is Your Parachute: The Net Guide
www.jobhuntersbible.com

A guide to many job search and career related information resources by Richard Bolles. While many of the resources relate to the American market, there are linkages to International resources. Three major sections are job listings, résumés and career counseling.

Career Planning Resources for Youth

nextNet, City of Calgary
www.nextsteps.org

Youth-focussed site, promoted as being the pipeline to the modern job market, divided into three sections:

nextFiles leads students through the necessary steps for identifying their interests and skills relative to job possibilities and alternatives.

nextStop focusses upon career planning and job market information.

nextSteps, billed as the "employment strategies magazine" online, is dedicated to exploring career and employment opportunities available to youth. Each month a different industry is profiled, such as the entertainment industry, aviation, apprenticeship. Special features include "Career Mirror" reporting on interviews with people working in the field and "Booklook", a reference section on the profiled industry. Earlier issues have been archived commencing with the premier release in February 1997.

Creators have made this an appealing site for youth through the use of plain talk, humour, colour and clear instructions.

Career Paths On-line
www.careerpathsonline.com

Appealing for youth, this interactive career resource has been designed to help you make relevant and informed career plans. This site contains useful articles as well as a Facilitators Guide full of suggestions on how to use the information in a classroom setting.

8 Resources and references

Youth Resource Network of Canada
www.youth.gc.ca

This site was created to help youth bridge the gap between school and the labour market. You are provided with a great deal of information that will be useful in each stage of a job-hunting effort.

Closing the Skills Gap
www.hrdc-drhc.gc.ca/hrib/hrp-prh/pi-ip/career-carriere/english/products/skillsgap/index_e.shtml

This career development guide provides a wide range of school activites to help young people acquire career planning strategies, gain a better understanding of the world of work, and learn about work opportunities in their communities. The guide also includes descriptions of programs and events designed to create partnerships between schools and local businesses.

Especially for You...The Career Practitioner

Labour Market Information Webzine for the Career Practitioner
changingtimes.com

An on-line magazine for career practitioners discussing topical concerns. Structured to support the interests of career practitioners working in British Columbia.

Employment-Related Resources—for Active Job Searchers

Work Destinations
www.workdestinations.org

For those of you considering practicing your trade or professions in another province or territory, this site offers occupation-specific information on work conditions, placement and recruitment, labour market information, local living conditions & social services and training & education opportunities.

8 Resources and references

Work Search
worksearch.gc.ca

A resource designed to guide you through all aspects of the work search process. If you are looking for work, planning your career, re-entering the workforce or contemplating a career or work change, you can benefit from Work Search.

The Electronic Labour Exchange (ELE)
www.ele-spe.org/ele-html/provResE.html

This website is an electronic employment service that matches work to people and people to work. Using a checklist, employers create a profile of the position they need filled, identifying the required skills, education and experience. You, as a job seeker, create similar profiles, using a skills checklist to describe your skills, education and experience. The Electronic Labour Exchange uses this information to make an exact match. There are two ways to find a match. The first way is to ask the system to search for a match immediately after you have completed your profile. The second is to advertise your profile.

WorkWeb Online Campus Career Centre, Canadian Association of Career Educators and Employers
www.cacee.com

This website provides you with resources necessary to conduct a successful job search, including topics such as interview preparation, and employer requirements. The publication *Career Options Magazine On-line* is available at this website.

The Riley Guide: Employment Opportunities and Job Resources on the Internet
www.dbm.com/jobguide

This guide is widely acknowledged as being The Gateway Job Site. Sections that are particularly useful include "Research for Career & Work Options" and "I'd like some Guidance". The "Opportunities for Employment" section includes an international aspect which will link you to Canadian job-related sites.

8 Resources and references

CareerMosaic Canada
canada.careermosaic.com

This site is organized according to resources for job seekers versus those designated as being for employers. CareerMosaic has compiled career and employment information for a number of countries, including Australia, New Zealand, UK, France and USA. Key resources include links to government programs and services, relevant industries and professional associations.

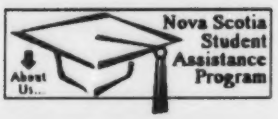
Government Programs & Services

NS Department of Education
www.EDnet.ns.ca

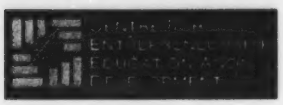
The following programs, services and publications are accessible from the ednet website:

Career Options provides access to information on more than 180 groups of occupations in Nova Scotia. *Career Options* answers important questions about each occupation including the following:

- occupational titles
- nature of the work
- educational or training requirements
- training paths, skills and aptitudes needed
- likely employers
- Nova Scotia labour market conditions



Nova Scotia Student Assistance Program offers you information on the NS student loan program, including obtaining the necessary application forms as well as tracking the status of your request for financial assistance.



The *Centre for Entrepreneurship Education and Development* (CEED), designed upon a vision of a vibrant, dynamic, self-reliant entrepreneurial culture, promotes the entrepreneurial spirit and entrepreneurial education.

Strategis, Industry Canada
strategis.ic.gc.ca

For those researching companies, this website provides the starting place. Some of the key features include links to company information, business opportunities, and federal government services to small business.

8 Resources and references

Statistics Canada
www.statcan.ca

This website provides you with a useful starting place for accessing labour market statistical information, including current economic indicators and Census data. The Daily, which is free of charge, is the daily bulletin reporting on the day's release of statistics and publications. Statistics Canada has established the nationally accepted standardized LMI terminology.

LMI Guides

Making Career Sense of Labour Market Information
workinfonet.bc.ca/lmisi/Making/Mcstoc.htm

This publication is intended to be an introduction to the different parts of the labour market and how they interact. It is designed so someone with little knowledge in this area may easily grasp how knowledge of the labour market can be a great help in making career decisions.

Entrepreneurship and Small Business

Acadia Centre for Small Business and Entrepreneurship
acsbe.acadiau.ca

The mission of the Acadia Centre for Small Business and Entrepreneurship is to assist individuals to recognize and achieve their entrepreneurial potential. The site includes information on ACSBE services including information sessions, workshops, business counseling and consulting. The site also contains a "web bookshelf" which contains links to general business information, business start-up, financing, marketing, women entrepreneurs, young entrepreneurs and many more.

Atlantic Canada Opportunities Agency
www.acoa.ca

The Atlantic Canada Opportunities Agency seeks to improve the economy of Atlantic Canadian communities through the successful development of business and job opportunities. ACOA assists people to set up new businesses and helps existing businesses to expand. Pages of special interest to prospective entrepreneurs include: Entrepreneurship Atlantic, Business Management, Small Business Profiles (financial indicators), small business info fairs, and entrepreneurship related links.

Atlantic Canada Opportunities Agency | Agence de promotion économique du Canada atlantique

8 Resources and references

Calmeadow Nova Scotia
www.calmeadow.ns.ca

Calmeadow Nova Scotia is aimed at helping individuals to start micro or home based businesses. This site includes information on Calmeadow services including access to business credit, peer support, rebuilding credit history, networking opportunities, and reaching new customers.

Canadian Youth Business Foundation
www.cybf.ca

This website has been designed for Canadian youth that would like to start or have already started their own businesses. This site contains the usual business start-up oriented information including how to prepare a business plan, financing, government regulations, etc. Also on the site is online business chat, small business stories, mentoring advice, business tips, and entrepreneurial lifestyles much of which is contributed by young entrepreneurs themselves. Young entrepreneurs can also create their own business web page and place classified ads on this site for free.

Nova Scotia Economic Development
www.gov.ns.ca/ecor

This site provides information on Nova Scotia Government entrepreneurship related services and publications. Publications on the web include How to Prepare a Business Plan, Starting a Small Business in Nova Scotia, A Guide to Starting a Home-Based Business, and Weathering Changes in the Business Climate. The site also provides information on a number of services offered by the Department including business counseling, financing assistance, employment programs, and export assistance.

Online Small Business Workshop
www.sb.gov.bc.ca/smallbus/workshop/

This website is offered by the Canada/British Columbia Business Service Centre. The online workshop consists of five sessions designed to assist entrepreneurs to explore and evaluate their business ideas, conduct market research, understand types and sources of financing, prepare financial statements, and understand business regulations. Upon completion of the online workshop, an entrepreneur should know how to put together a business plan. A sample business plan is also included on the site.

8 Resources and references

PRINT
Career Planning

Career Options, Nova Scotia Department of Education

This publication provides access to information on more than 180 groups of occupations in Nova Scotia. Career Options answers important questions about each occupation, and includes information such as occupational titles, nature of the work, educational or training requirements, training paths, skills and aptitudes needed, likely employers, and Nova Scotia labour market conditions.

Careers Ahead, Nova Scotia Department of Education

A series of fact sheets covering career-related topics such as apprenticeship, potential sources for financial support, senior high programs and entrepreneurship.

General Admission Requirements for Atlantic Provinces Universities & Colleges, Nova Scotia Department of Education

This booklet provides a general outline of the admission policies of universities and colleges located in Atlantic Canada.

Labour Market Outcomes

NSCC Graduate Follow-up Survey Report 1997, NS Department of Education and Culture

This is an annual publication of the NS Department of Education and Culture which surveys graduates of the NS community colleges one year after graduation, asking them a series of questions concerning their labour market experiences since graduation.

Survey of 1996 University Graduates, Maritime Provinces Higher Education Commission, February 1998.

This survey of graduates from Atlantic Canadian universities was conducted one year after graduation. Graduates responded to questions on topics such as financing their university education, their employment experiences since graduation, mobility and their university experience.

8 Resources and references

Trends

Canadian Social Trends (11-008-XPE/XPF) Statistics Canada

This is a quarterly publication, with interpretative analysis of socio-economic issues related to the labour market. For example, the 1997 Winter issue discussed the research concerning people feeling overqualified for their jobs. One unique feature of this publication is the Educators' Notebook with a lesson plan for how to utilize the publication in the classroom. Each Winter issue includes a cumulative index. All issues have a Keeping Track section with highlights of topical issues.

Perspectives on Labour and Income (75-001-XPE/XPF) Statistics Canada

Another of Statistics Canada's quarterly publications, with interpretative analysis of socio-economic issues related to the labour market. Cumulative subject index published in the Winter issue. Section entitled What's New, covering related topics over a range of Statistics Canada publications. The labour market is discussed in detail twice annually with a mid-year and year-end review, including some provincial results. The Highlights section is very useful for a quick overview of an article's analytical results.

Boom, Bust and Echo: How to Profit from the Coming Demographic Shift, David Foot

This book examines Canadian population trends and how population-related factors affect our daily lives, now and in the future. The effects extend to everything from hobbies to automobile sales.

LMI Guides

Understanding the Labour Market: A Handbook for Practitioners, Alberta Advanced Education and Career Development

This handbook presents a methodical discussion of the relevant terminology related to labour market information. The use of examples and graphics eases the somewhat technical nature of the discussion. Good visual presentation with use of sidebars.

8 Resources and references

Handbook of Labour Market Information. Joint effort of NB Dept of Advanced Education & Labour, HRDC Regional Services and NB Statistics Agency

This publication contains an extensive amount of information discussing topics such as forecasting, and the Consumer Price Index in addition to labour force indicators. Written for an audience with some existing knowledge of the subject matter.

***Making Career Sense of Labour Market Information*,** Canadian Guidance and Counselling Foundation, HRDC and BC Ministry of Skills, Training and Labour

This publication is intended to be an introduction to the different parts of the labour market and how they interact. It is designed so that someone with little knowledge in this area may easily grasp how knowledge of the labour market can be a great help in making career decisions.

Entrepreneurship and Small Business

Self-Employment: Is it for me?, Alberta Advanced Education and Career Development

So you want to be your own boss? This guide will take you through the process of getting started.

Your Guide to Government of Canada Services and Support for Small Business, Industry Canada

This guide provides you with an overview of federal government services and programs designed to assist small business. These are a summary of recent labour market activities in your area based on Statistics Canada's Labour Force Survey. Includes the monthly unemployment rates for all areas across Nova Scotia.

Labour Force Survey Publications

The Labour Force Survey (Cat. No. 71-001-PPB), Statistics Canada

Published monthly, the Labour Force Survey provides summary tables for Canada, the provinces, Census Metropolitan areas and economic regions. Primary variables covered by the Labour Force Survey include population 15 years and older, labour force, employment, unemployed, employment rate, unemployment rate, and participation rate.

8 Resources and references

Guide to the Labour Force Survey, Statistics Canada
Also available at: www.statcan.ca:80/english/concepts/labour/index.htm

This guide introduces you to the concepts behind the Labour Force Survey including definitions and methodology used by Statistics Canada. Also included in the guide is the Labour Force Survey Questionnaire used by Statistics Canada interviewers.

Labour Force Update (Cat. No. 71-005-XPB), Statistics Canada

This quarterly publication contains analytical discussions on various labour force related issues. Recent topic areas include: Canada - US Labour Market Comparison (Autumn 1998), A New Perspective on Wages (Summer 1998), Older Workers (Spring 1998), The Self-Employed (Autumn 1997), and Youths and the Labour Market (Spring 1997).

Help-Wanted Index (Cat. No. 71-540-XIE), Statistics Canada
Available at no charge at:
www.statcan.ca

The Help Wanted Index is the only indicator of labour demand compiled on a monthly basis. Statistics Canada compiles this index from the number of help-wanted ads that are published in 22 newspapers in 20 major metropolitan areas. This index measures companies' intentions to hire new workers. Geographic coverage includes Canada, the provinces and selected metropolitan areas.

9 postscripts

- glossary
- bibliography
- analysts
- your feedback

9 Postscripts

glossary

baby boomers	a very large generation born between 1946 and 1960
census metropolitan area	a very large urban area, with a population of at least 100,000, together with adjacent urban and rural areas which have a high degree of economic and social integration with that urban area
cyclical unemployment	occurs when the demand for labour is low, with more job seekers than job vacancies, as a result of a downturn in the business cycle
derived demand	the demand for an input that depends on the demand for the products it is used to make
discouraged workers	persons who do not have a job and after looking for employment give up because they believe there is no work available
employed	those who did any work for pay or profit, or had a job and were absent from work, during the Labour Force Survey reference week
employment rate	the number of employed persons expressed as a percentage of the population 15 years of age and over. Also referred to as the employment / population ratio
free trade	the import and export of products and raw materials without paying extra cost in the form of taxes
frictional unemployment	occurs in the normal process of job search by individuals who have voluntarily quit their jobs, are entering the labour force for the first time, or are re-entering the labour force
gross domestic product	is a measure of the total value of production within the boundaries of a nation or province regardless of who owns the factors of production (land, labour and capital)

9 Postscripts

glossary

labour force	the civilian non-institutional population 15 years of age and over who, during the Labour Force Survey reference week, were employed or unemployed
not in the labour force	those who were unwilling or unable to offer or supply labour services under conditions existing in their labour markets
participation rate	the total labour force expressed as a percentage of the population aged 15 years and over
recession	describes the consistent decline of the gross domestic product over a period of at least six months
reference week	the week containing the 15th of the month when the Labour Force Survey is conducted
seasonal unemployment	occurs when people in a particular occupation or industry have regular periods of unemployment during the same period each year
standard of living	the volume of products that a person's wages will buy
structural unemployment	unemployment due to a mismatch between the skills or location of the labour force and the skills or location required by employers
unemployed	those who were available for work and were either on temporary layoff, had looked for work in the past four weeks or had a job to start within the next four weeks, during the Labour Force Survey reference week
unemployment rate	the number of unemployed persons expressed as a percentage of the labour force

9 Postscripts

bibliography

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Betcherman, Gordon et al. *Training for the New Economy: A Synthesis Report*. Renouf Publishing, 1998. Canadian Policy Research Networks.

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Little, Bruce and Susan Bourette. "Unemployment rate dips to seven-year low. Surge of new jobs pushes it down to 8.6 per cent." *Globe and Mail*. January 10, 1998. Toronto. Sec. 1:1 & 4

Little, Bruce. "Unemployment rate holds steady. Student summer jobs increase from last year to help hold national average at 8.4%." *Globe and Mail*. June 6, 1998. Toronto. Sec. 2 : 5

Little, Bruce. "October jobless rate lowest in eight years. Buoyant job market reduces unemployment to 8.1%." *Globe and Mail*. November 7, 1998. Toronto. Sec 2:1

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Statistics Canada. *Labour Force Update The Self-Employed* (Cat. No. 71-005-XPB) Ottawa: Statistics Canada, 1997.

Statistics Canada. *Perspectives on Labour and Income*. (Cat. No. 75-001-XPE) Ottawa: Statistics Canada, Summer 1992.

9 Postscripts

analysts

Human Resources Development Canada
Nova Scotia Region
Labour Market Information Analysts*

Northern Nova Scotia
including Human Resource Centres of:

Amherst/New Glasgow	(902) 661-6606
Antigonish/Port Hawkesbury	(902) 863-7038
Truro	(902) 893-0045

Southern Nova Scotia
including Human Resource Centres of:

Bridgewater	(902) 527-5561
Kentville/Wolfville	(902) 679-5516
Yarmouth/Shelburne/Digby	(902) 742-0830

Metropolitan Halifax
including Human Resource Centres of:

Bedford/Dartmouth/Halifax/Windsor	(902) 426-9618
	(902) 426-2902

Industrial Cape Breton
including Human Resource Centres of:

Sydney/North Sydney/Glace Bay	(902) 564-7238
	(902) 564-7227

*Labour market analysts are available to address any questions you may have regarding this or other Human Resources Development Canada (HRDC) labour market information products. Although not all Nova Scotia Human Resources Centres have an HRDC Labour Market Analyst on site, an Analyst can be contacted by phoning the numbers listed here.

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